

ADI	ABC			CBS			NBC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
Ottumwa, Iowa-Kirkville, Mo.	17	16	-5.9	-	-	-	-	-	-
Paducah, Ky-Cape Girardeau, Mo.	29	29	-	68	67	-1.5	58	54	-6.9
Palm Springs	6	6	-	-	-	-	5	6	+20.0
Panama City, Fla.	17	15	-11.8	-	-	-	21	24	+14.3
Parkersburg, W. Va.	-	-	-	-	-	-	5	6	+20.0
Peoria, Ill.	35	30	-14.3	35	32	-8.6	38	37	-2.6
Philadelphia	435	421	-3.2	354	342	-3.4	308	334	+8.4
Phoenix	90	102	+13.3	93	92	-1.1	93	87	-6.5
Extra NBC affiliate	-	-	-	-	-	-	5	6	+20.0
Pittsburgh	244	218	-10.7	218	212	-2.8	146	149	+2.1
Portland, Ore.	122	121	-0.8	112	112	-	104	117	+12.5
Portland-Poland	-	-	-	-	-	-	-	-	-
Spring, Me.	45	45	-	40	39	-2.5	43	52	+20.9
Presque Isle, Me.	-	-	-	6	8	+33.3	-	-	-
Providence, R.I.-New Bedford, Mass.	-	-	-	-	-	-	-	-	-
Quincy, Ill.-Hannibal, Mo.	96	104	+8.3	75	77	+2.7	105	105	-
Raleigh-Durham, N.C.	-	-	-	30	26	-13.3	33	28	-15.2
Rapid City, S.D.	93	97	+4.3	97	77	-20.6	29	30	+3.4
Reno	13	11	-15.4	-	-	-	26	27	+3.8
Richmond, Va.	23	25	+8.7	18	18	-	17	19	+11.8
Roanoke-Lynchburg, Va.	63	57	-9.5	83	69	-16.9	65	53	-18.5
Extra NBC affiliate	-	-	-	11	11	-	3	5	+66.7
Rochester, N.Y.	28	37	+32.1	78	65	-16.7	64	54	-15.6
Rochester, Minn.-Rapid City, S.D.	53	53	-	45	46	+2.2	42	49	+16.7
Mason City, Iowa	21	25	+19.0	20	18	-10.0	24	23	-4.2
Rockford, Ill.	28	29	+3.6	25	24	-4.0	23	23	-
Roswell, N.M.	-	-	-	11	11	-	-	-	-
Sacramento-Stockton, Calif.	123	125	+1.6	101	103	+2.0	116	115	-0.8
St. Joseph, Mo.	16	14	-14.3	-	-	-	-	-	-
St. Louis	151	154	+2.0	169	147	-13.0	156	161	+3.2
Salinas-Monterey, Calif.	45	43	-4.4	21	17	-19.0	24	26	+8.3
Salisbury, Md.	10	10	+0.0	18	18	-	-	-	-
Salt Lake City	70	70	-	87	76	-12.6	70	83	+18.6
San Angelo, Tex.	-	-	-	7	8	+14.3	-	-	-
San Antonio	74	71	-4.1	80	74	-7.5	70	68	-2.9
San Diego	92	98	+6.5	88	90	+2.3	64	67	+4.7
San Francisco	257	249	-3.1	240	216	-10.0	203	222	+9.4
Santa Barbara-Santa Maria, Calif.	22	25	+13.6	14	17	+21.4	14	16	+14.3
Sarasota, Fla.	18	19	+5.6	-	-	-	-	-	-
Savannah, Ga.	17	19	+11.8	39	38	-2.6	34	35	+2.9
Seattle-Tacoma-Bellingham, Wash.	154	148	-3.9	110	116	+5.5	137	147	+7.3
	-	-	-	5	8	+60.0	-	-	-

Notes: Household numbers are in thousands (add 000).

Dash indicates no primary affiliate in market.

Asterisk indicates affiliation change between May 1981 and 1982.

Hawaii, Alaska and St. Thomas markets are not included in Arbitron reports.

ADI	ABC			CBS			NBC		
	1981	1982	% change	1981	1982	% change	1981	1982	% change
Selma, Ala.	-	-	-	-	-	-	-	-	-
Shreveport, La.-Texarkana, Tex.	60	64	+6.7	83	80	-3.6	67	65	-3.0
Sioux City, Iowa	29	27	-6.9	11	10	-9.1	26	26	-
Sioux Falls-Mitchell, S.D.	11	13	+18.2	52	54	+3.8	35	34	-2.9
South Bend-Elkhart, Ind.	46	41	-10.9	50	46	-8.0	52	52	-
Spokane, Wash.	45	48	+6.7	48	46	-4.2	51	49	-3.9
Springfield, Mass.	48	45	-6.3	-	-	-	40	44	+10.0
Springfield, Mo.	18	20	+11.1	55	52	-5.5	62	55	-11.3
Springfield-Decatur-Champaign, Ill.	48	42	-12.5	58	46	-20.7	58	48	-17.2
Syracuse, N.Y.	50	51	+2.0	62	66	+6.5	68	68	-
Tallahassee, Fla.	10	11	+10.0	50	44	-12.0	-	-	-
Extra ABC affiliate	5	7	+40.0	-	-	-	-	-	-
Tampa-St. Petersburg, Fla.	126	121	-4.0	199	156	-16.6	158	161	+1.9
Terre Haute, Ind.	12	10	-16.7	37	34	-8.1	40	36	-10.0
Toledo, Ohio	61	53	-13.1	75	75	-	78	73	-6.4
Topeka, Kan.	-	-	-	31	29	-6.5	20	23	+15.0
Traverse City-Cadillac, Mich.	14	14	-	39	40	+2.6	31	20	-6.5
Tucson, Ariz.	37	39	+5.4	32	32	-	39	42	+7.7
Tulsa	62	72	+16.1	63	63	-	59	48	-15.5
Tuscaloosa, Ala.	-	-	-	9	8	-11.1	-	-	-
Twin Falls, Idaho	-	-	-	-	-	-	9	10	+11.1
Tyler, Tex.	31	37	+19.4	-	-	-	-	-	-
Utica, N.Y.	12	14	+16.7	-	-	-	23	27	+17.4
Victoria, Tex.	3	4	+33.3	-	-	-	-	-	-
Waco-Temple, Tex.	37	51	+37.8	-	-	-	31	38	+22.6
Washington	205	201	-2.0	228	197	-13.6	198	202	+2.0
Extra NBC affiliate	-	-	-	-	-	-	11	13	+18.2
Watertown-Carthage, N.Y.	-	-	-	20	15	-25.0	-	-	-
Wausau-Rhinelandert, Wis.	21	22	+4.8	31	32	+3.2	11	10	-9.1
West Palm Beach (Ft. Pierce), Fla.	39	39	-	12	17	+41.7	51	57	+11.8
Wheeling, W. Va.-Steubenville, Ohio	-	-	-	55	44	-20.0	42	38	-9.5
Wichita-Hutchinson, Kan.	52	53	+1.9	60	52	-13.3	63	53	-15.9
Wichita Falls, Tex.-Lawton, Okla.	21	22	+4.8	27	23	-14.8	26	26	-
Wilkes Barre-Scranton, Pa.	86	87	+1.2	52	55	+5.8	75	72	-4.0
Wilmington, Del.	13	11	-15.4	-	-	-	54	55	+1.9
Yakima, Wash.	21	20	-4.8	26	25	-3.8	21	25	+19.0
Youngstown, Ohio	43	44	+2.3	48	51	+6.3	42	42	-
Zanesville, Ohio	-	-	-	-	-	-	9	8	-11.1